



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 09/08 thru 09/14.

(prices in dollars per carton)

Fri. Sep 08, 2006

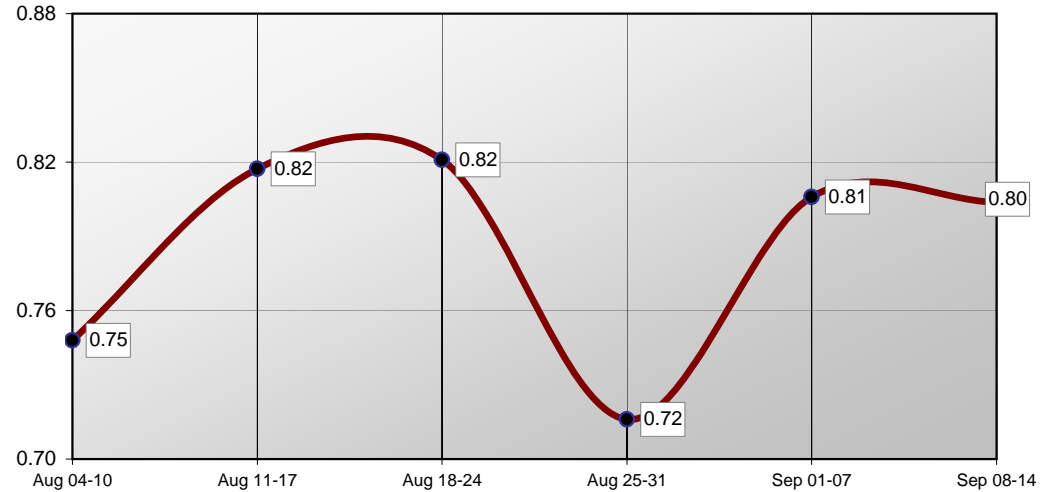
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		45.3% of 17,000 stores				29.5% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			600	0.95			50	0.89
	White 18 pack			280	1.16	90	1.50		
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack			1,880	0.77	40	0.88	360	0.86
SPECIALTY	White 18 pack			520	1.13			940	1.17
	Brown 12 pack							210	0.96
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			930	3.06	210	4.00	400	3.59
	OMEGA-3								
SPECIALTY	White 12 pack	20	2.19	1,310	2.40	200	2.50	1,290	2.13
	Brown 12 pack								
	CAGE-FREE								
	White 12 pack			140	2.49			20	2.50
	Brown 12 pack			890	2.89			590	2.64
	ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,280		1,690		Large Eggs on	
Specialty Shell Eggs				3,290		2,710		Sep-04-2006	
Total (including Medium)				7,090		4,680		494.0	
Special Rate 4/:				15.7%		12.9%		down 1%	

5/: Inventory in thousands of 30-dozen cases.

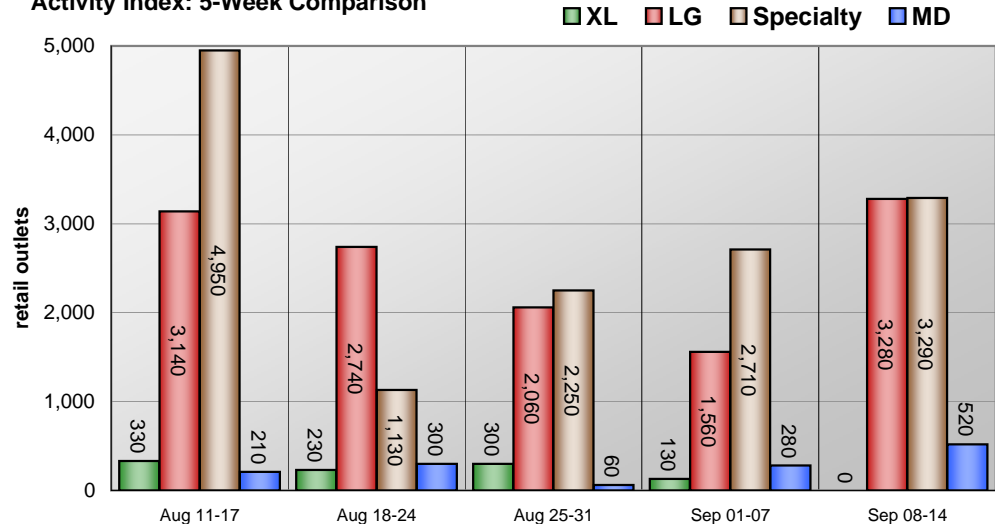
Shell Egg Featuring - 09/08 thru 09/14

Feature activity on both regular and specialty shell eggs is much higher than a week ago. The average price to consumers on Grade A Large white eggs is slightly lower. Although all regions are active, the Northwest and Southwest are the frontrunners with over 75% of sampled outlets promoting eggs. Medium egg ads increased over last week while Extra Large regular eggs have all but disappeared from ad space. Omega-3 white eggs are still highly active in the specialty egg sector. Cage free and USDA Organic continue to maintain a steady upward pace.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index		43.6% of 3,900 sampled outlets Activity Index = 1,750 (includes Medium)						26.4% of 4,700 sampled outlets Activity Index = 1,160 (includes Medium)						45.1% of 2,800 sampled outlets Activity Index = 1,550 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.79	10	0.79										0.69 - 1.29	20	0.95
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack						White 12 pack						White 12 pack			0.28 - 0.50	10	0.37
	White 12 pack				0.69 - 0.99	490	0.85				0.69 - 0.89	690	0.84				0.50 - 0.77	460	0.64
	White 18 pack				1.00 - 1.50	150	1.32				0.99 - 1.50	180	1.13				0.98 - 1.00	190	0.99
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.43 - 0.72	40	0.63	White 12 pack			0.36 - 0.43	10	0.39	White 12 pack					
	White 30 pack							White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.50 - 3.50	420	3.13
	Brown 12 pack																		
S P E C I A L T Y	OMEGA-3				2.04 - 2.50	610	2.12				2.00 - 2.49	150	2.13	2.19	20	2.19	2.04 - 2.99	120	2.14
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack										2.49	120	2.49						
	Brown 12 pack				1.99 - 3.99	450	2.96				2.89	10	2.89				1.99 - 3.50	310	3.14
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index		45.0% of 2,700 sampled outlets Activity Index = 1,360 (includes Medium)						79.7% of 1,900 sampled outlets Activity Index = 390 (includes Medium)						76.5% of 1,000 sampled outlets Activity Index = 880 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 1.29	260	0.91				0.99	310	0.99				0.99 - 1.25	10	1.03
	White 18 pack				0.99 - 1.25	220	1.16				0.99 - 2.00	50	1.19						
	Brown 12 pack																		
USDA GRADE A	MEDIUM	White 12 pack			0.50	190	0.50	White 12 pack						White 12 pack			0.50	220	0.50
	White 12 pack				0.58 - 0.88	240	0.70												
	White 18 pack																		
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM	White 12 pack			0.33	30	0.33	White 12 pack						White 12 pack					
	White 30 pack				0.98	20	0.98	White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																2.99 - 3.50	310	3.02
	Brown 12 pack				2.99	190	2.99				2.50	10	2.50						
S P E C I A L T Y	OMEGA-3				1.69 - 2.99	210	2.90										2.99	220	2.99
	White 12 pack																		
	Brown 12 pack																		
S P E C I A L T Y	CAGE-FREE																		
	White 12 pack										2.50	20	2.50						
	Brown 12 pack																1.99	120	1.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>